**Chapter 1: Creativity**

**Multiple Choice**

1. No matter who drives the process, the creative team must know

a. The art director is the copilot of the project

b. How each member of the agency will fit into the account

c. What role the coach or the creative director wants to play

\*d. The product inside out and backward and forward

Cognitive domain: Knowledge

Answer location: p. 5

Question type: MC

2. The Golden Age of Creativity was marked by

a. A focus on the brand, rather than the product

b. Adding a twist to conventional thinking

c. Designs that focused on minimal copy and greater use of white space

\*d. All of the above

Cognitive domain: Knowledge

Answer location: p. 4

Question type: MC

3. Which of the following is a common job responsibility of a copywriter?

a. Print buying

b. Billing

c. Media buying

\*d. New business

Cognitive domain: Knowledge

Answer location: p. 5

Question type: MC

4. In the creative process, the first step is to get the facts and the last step is to:

a. Put down the pencil and get the work digitized

\*b. Discover what worked and why

c. Develop a new headline

d. Get it right and follow through

Cognitive domain: Application

Answer location: p. 8

Question type: MC

5. Understanding Maslow’s Hierarchy helps you as a creative person to:

\*a. To develop a brand that relates to what consumers want

b. Work with the rest of the team

c. Sell ideas to the media team

d. Recognize a brand among all the available brands

Cognitive domain: Analysis

Answer location: p. 15

Question type: MC

6. Creatives, in addition to copywriting, also have to understand

a. Assertiveness when pitching ideas to the account people

b. How to ensure their idea is always chosen

c. The value of useful feedback on their work

\*d. How to do business in the digital space

Cognitive domain: Comprehension

Answer location: p. 10

Question type: MC

7. Flow as it relates to creativity, refers to

\*a. A phenomenon constructed through an interaction between producers and audiences

b. The movement of ideas from art director to creative director

c. A way of thinking that involves physical movement across space

d. The movement of ads through the production department

Cognitive domain: Analysis

Answer location: p. 11

Question type: MC

8. Daniel Pink suggests that attributes associated with right-brain thinking will be highly influential in the future. These attributes include:

a. Holistic thinking

b. Intuition

c. Nonlinear thinking

\*d. All of the above

Cognitive domain: Comprehension

Answer location: p. 12

Question type: MC

9. The number one rule in advertising is

\*a. Advertising is a business

b. Creativity rules advertising

c. Anyone can be creative with hard work

d. Creative directors are always right

Cognitive domain: Knowledge

Answer location: p. 11

Question type: MC

10. In advertising, what you are selling and what consumers are buying is

a. Features and benefits

b. Things

\*c. Satisfaction of wants and needs

d. Comfort and security

Cognitive domain: Analysis

Answer location: p. 14

Question type: MC

**True/False**

11. According to Leo Burnett, if you can’t turn yourself into your customer, you shouldn’t be in account management.

a. T

\*b. F

12. Affiliation, according to Maslow is “the human need for status”

a. T

\*b. F

13. Creativity reflects originality and appropriateness in the left side of the brain.

\*a. T

b. F

14. Pink says the Information Age is rising to replace the Conceptual Age due to the increase of left-brain leadership.

a. T

\*b. F

15. The Golden Age of Creativity was revolutionary because it shifted the focus away from the product and onto the brand.

\*a. T

b. F

**Essay**

16. What are some of the optional career paths a creative person can take? What appeals to you, and why?

\*a. Answer Varies

Cognitive domain: Knowledge

Answer location: p. 8

Question type: ESS

17. What are some of the key factors that made advertising from the ‘Golden Age of Creativity’ so remarkable?

\*a. Answer Varies

Cognitive domain: Analysis

Answer location: p. 4

Question type: ESS

18. Other than writing, what are some of the responsibilities a copywriter might have?

\*a. Answer Varies

Cognitive domain: Knowledge

Answer location: p. 5

Question type: ESS

19. There are 10 steps to the creative process discussed in this chapter. Can you name three of them and discuss what is involved in each?

\*a. Answer Varies

Cognitive domain: Comprehension

Answer location: p. 6

Question type: ESS

20. How does Maslow’s hierarchy of needs and wants play into the advertising process?

\*a. Answer Varies

Cognitive domain: Analysis

Answer location: p. 15

Question type: ESS

**Short Answer**

21. What do bloggers and social media specialists need to be able to do?

\* a. Merge their mastery of digital media with creative skills and to write all blog posts and build online communities with a few well-chosen words.

Cognitive domain: Application

Answer location: Who Wants to Be a Creative, p. 2

Question type: SA

22. The driving forces behind the Golden Age of Creativity were copywriters who understood the power of creative networking with designers. What were they able to do that was revolutionary in advertising?

\*a. They created new looks, using white space, asymmetrical layouts, minimal copy, and unique typography—all design elements commonly used today.

Cognitive domain: Analysis

Answer location: The Golden Age of Creativity, p. 4

Question type: SA

23. Learning to navigate and control the creative process includes the art of selling. What does that mean in terms of who must be sold before your work can move into production?

\*a. Answers Vary

Cognitive domain: Analysis

Answer location: Controlling the Creative Process, p.7r

Question type: SA

24 People do not buy things. What does this mean for advertising?

\*a. Answers Vary

Cognitive domain: Analysis

\*a. Answers Vary

Answer location: Knowing What Makes the Consumer Tick, p. 14

Question type: SA

25. If we think of creativity as about making strategy come to life, what does creativity reflect and require to accomplish that?

\*a. Answers Vary

Cognitive domain: Analysis

Answer location: Knowing the Rules and When to Break Them, p. 11

Question type: SA

26. What does it mean to have fun with a career in advertising, and what is a sign you should find another line of work?

\*a. Answers Vary

Cognitive domain: Analysis

Answer location: What’s in It for Me?, p. 11

Question type: SA

27. Explain the difference between a promotion director and a public relations writer in the field of advertising.

\*a. Answers Vary

Cognitive domain: Analysis

Answer location: Where Do I Go From Here?, p.9

Question type: SA

28. What role in advertising involves being able to defend the work that is done for a client, and what does it mean to defend that work?

\*a. Answers Vary

Cognitive domain: Analysis

Answer location: Controlling the Creative Process, p.7

Question type: SA